

Savanta:

Helping you build categories

Shopping behaviours are constantly evolving. Manufacturers and retailers need to keep up

54%

have switched to cheaper grocery brands in the last few months*

91%

of grocery shoppers visited more than one supermarket brand in the last month*

As the cost-of-living crisis makes shoppers evaluate the value equation and erodes loyalty, the focus is increasingly on physical availability where and when it matters to grow brand and category

To convert at point-of-sale your products need to be...



Wanted:

Answer a specific need



Available:

Be in the right place at the right time



Desirable:

Align to key decision criteria



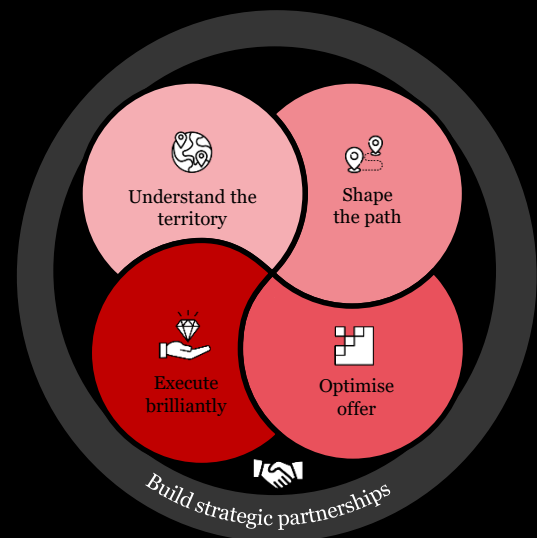
Seen:

Merchandised in order to be visible

We help build categories. We can help you inform where to play and how to win

We'll help you to understand the shopper story behind the sales data and help you to place **category management at the heart** of your organisational ecosystem

Our Category Management framework:



How Savanta inform and inspire you to grow categories

- 01 Category Management framework**
Underpins the work we do and helps us to advise our clients on the best way to succeed
- 02 We never start from scratch**
We build from your own existing knowledge and our unique sources of consumer insight
- 03 We are trusted advisors**
We adapt to your specific needs and provide tailored solutions and recommendations

Get in touch >

* Savanta Grocery Eye / Omnibus (UK n=2,000 nat rep)